

FIG.1

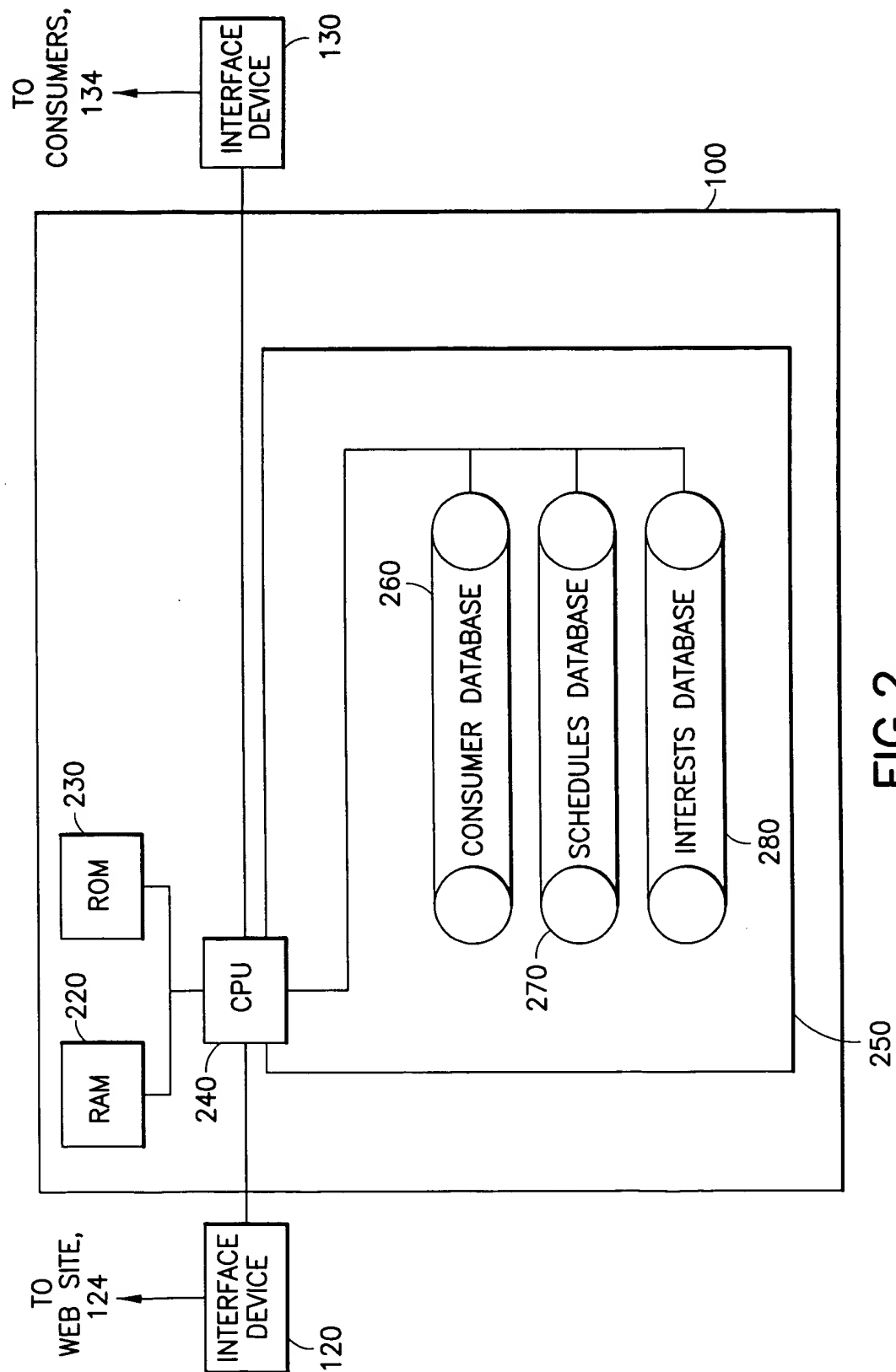


FIG. 2

310	CONSUMER ID	320	CONSUMER NAME, ADDRESS AND E-MAIL	330	GEOGRAPHIC CODE	340	PERSONAL INFO	350	REGISTRATION DATE	360	WEB SITES OF INTEREST	370	TIME LAST VISITED	380	INTEREST CATEGORIES	390	PEER GROUP INTERESTS

FIG.3 CONSUMER DATABASE, 260

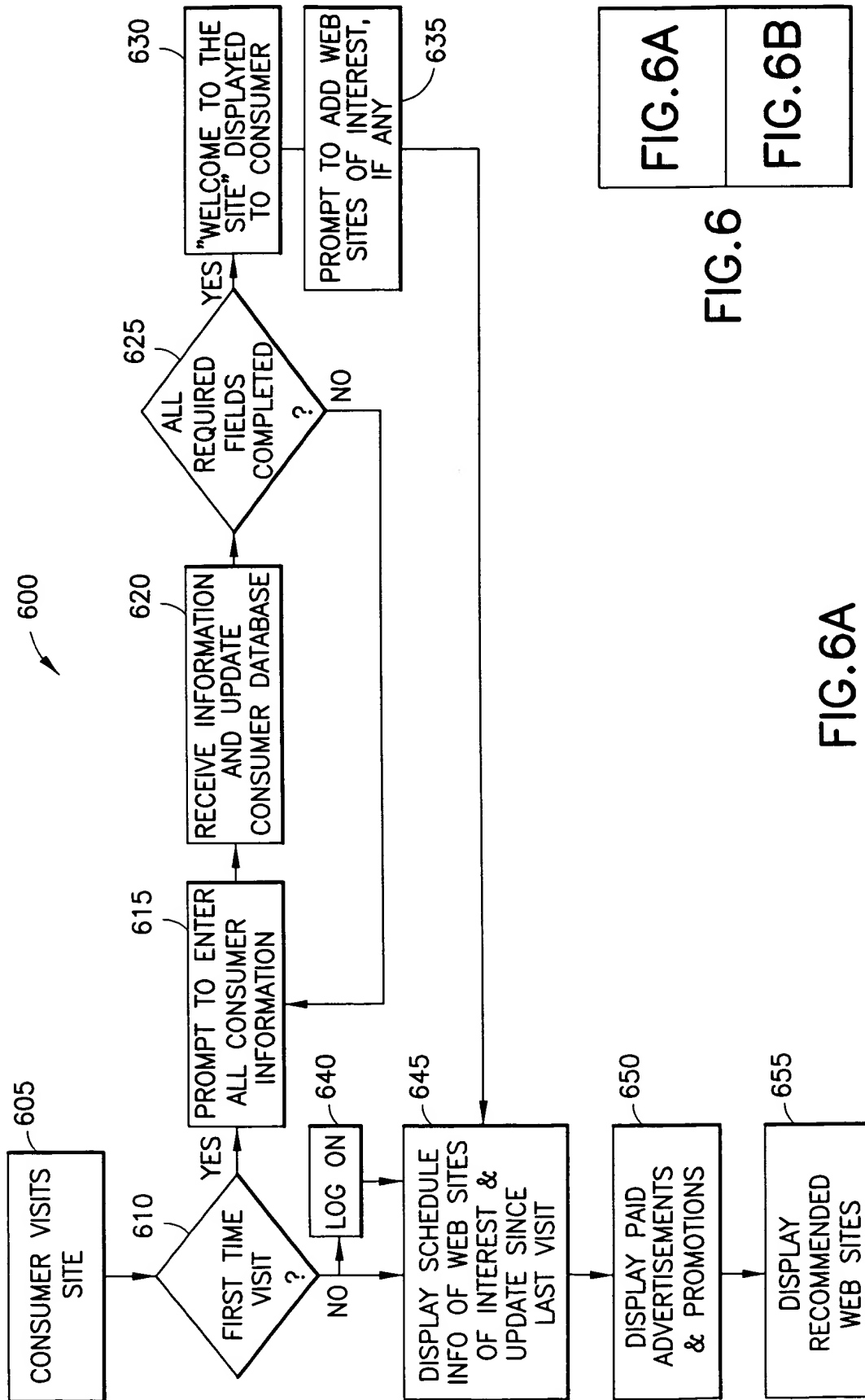
410	WEB SITE ID	420	WEB SITE NAME/ADDRESS	430	REGISTRATION INFO(IF ANY)	440	PREVIOUS SITE CONTENT CACHE	450	LAST CRAWL	460	LAST UPDATE	470	NEXT SCHEDULED UPDATE	480	NEXT PREDICTED UPDATE	490	INTEREST CATEGORIES	500	ADS/PROMOS

FIG.4 WEB SITE DATABASE, 270

510	INTEREST CATEGORY	520	ASSOCIATED ADS/PROMOS	530	WEB SITE TO RECOMMEND

INTEREST DATABASE, 280

FIG.5



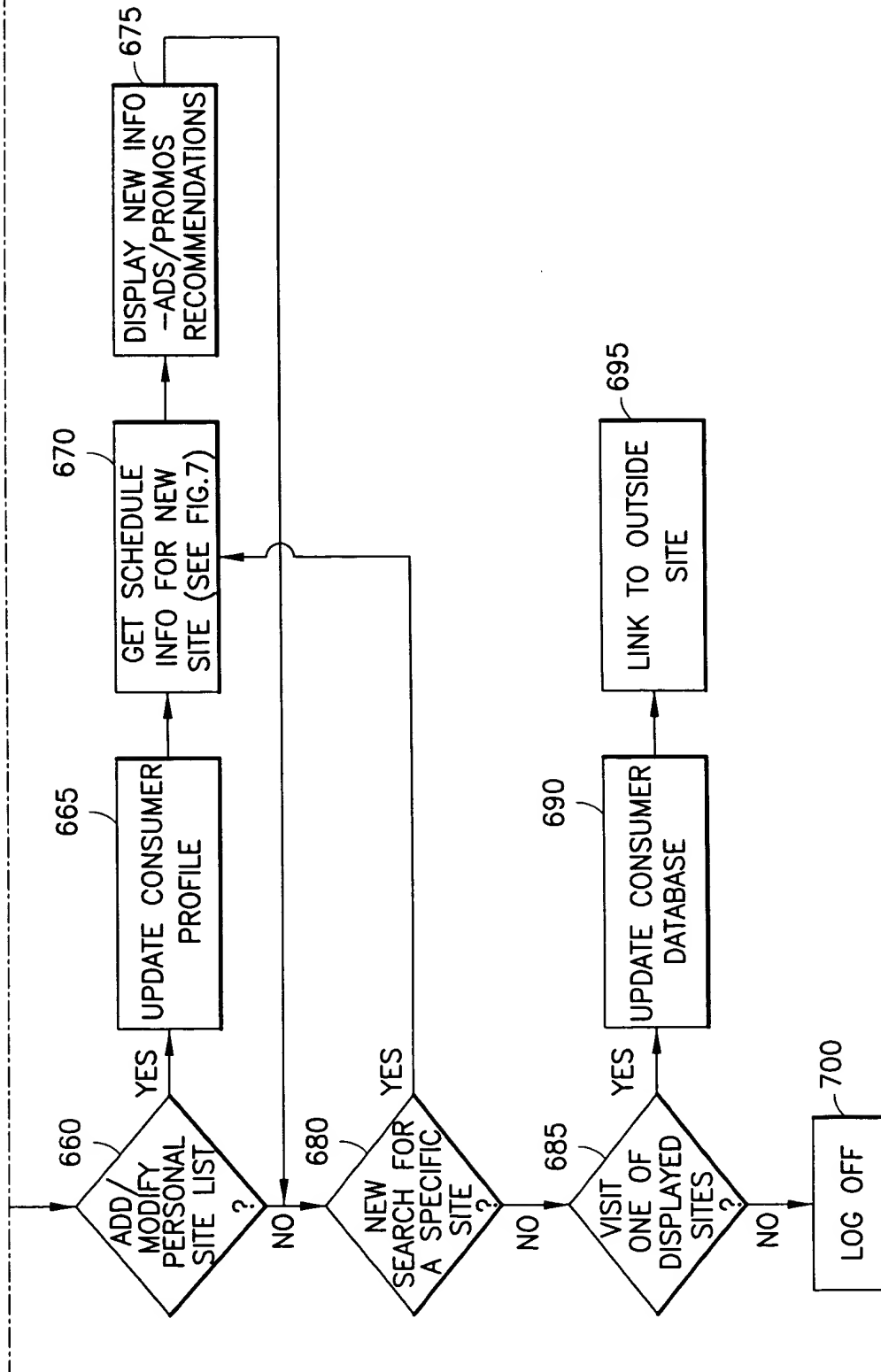


FIG.6B

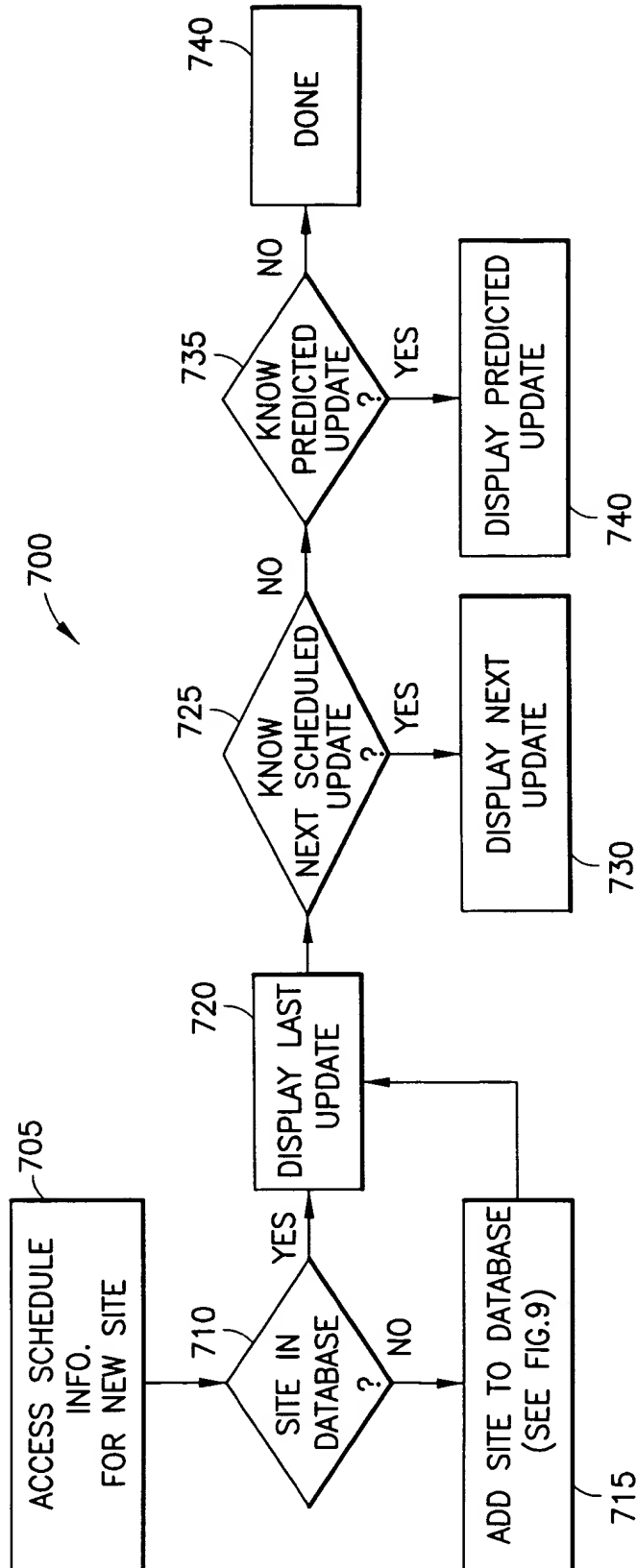


FIG.7

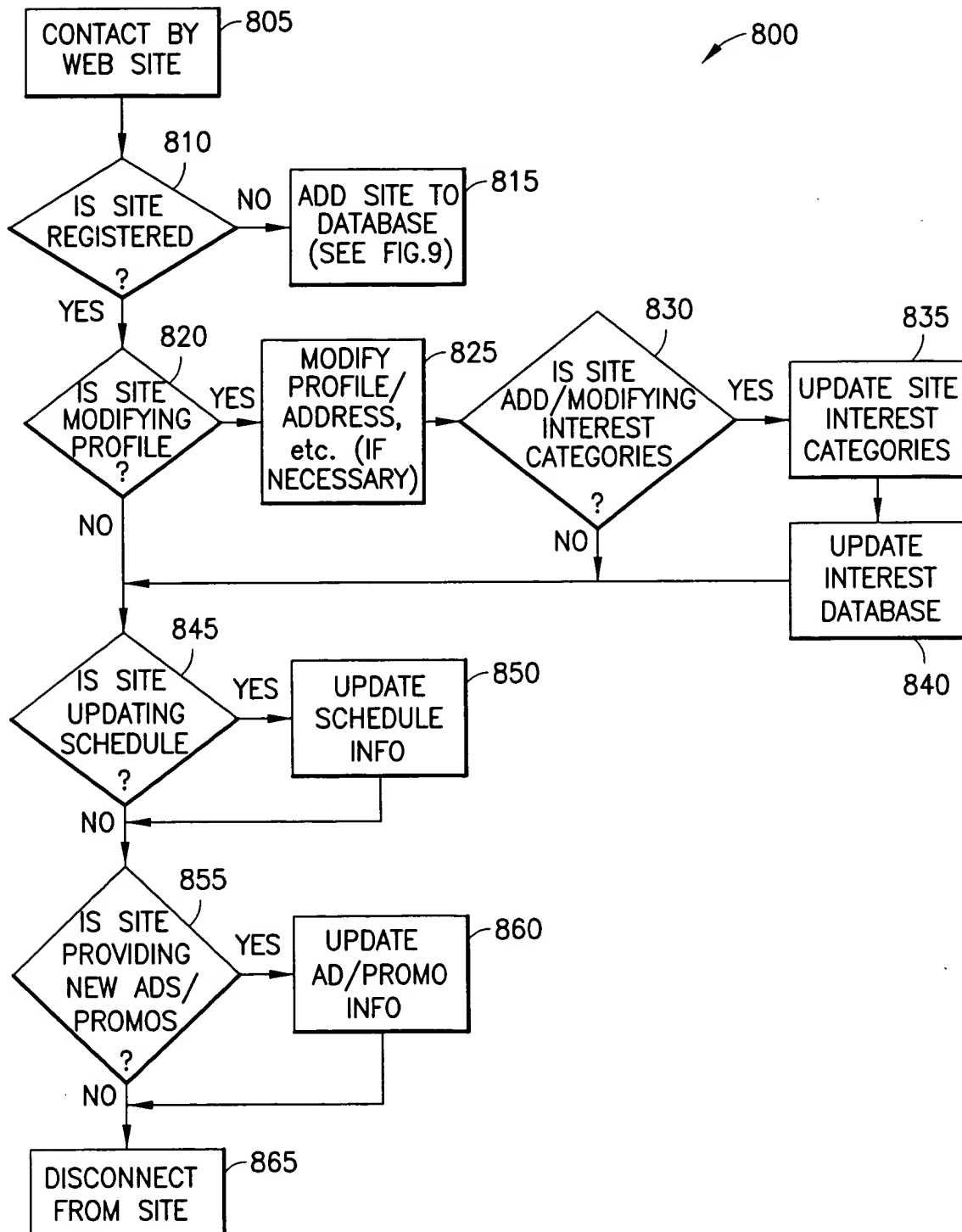


FIG.8

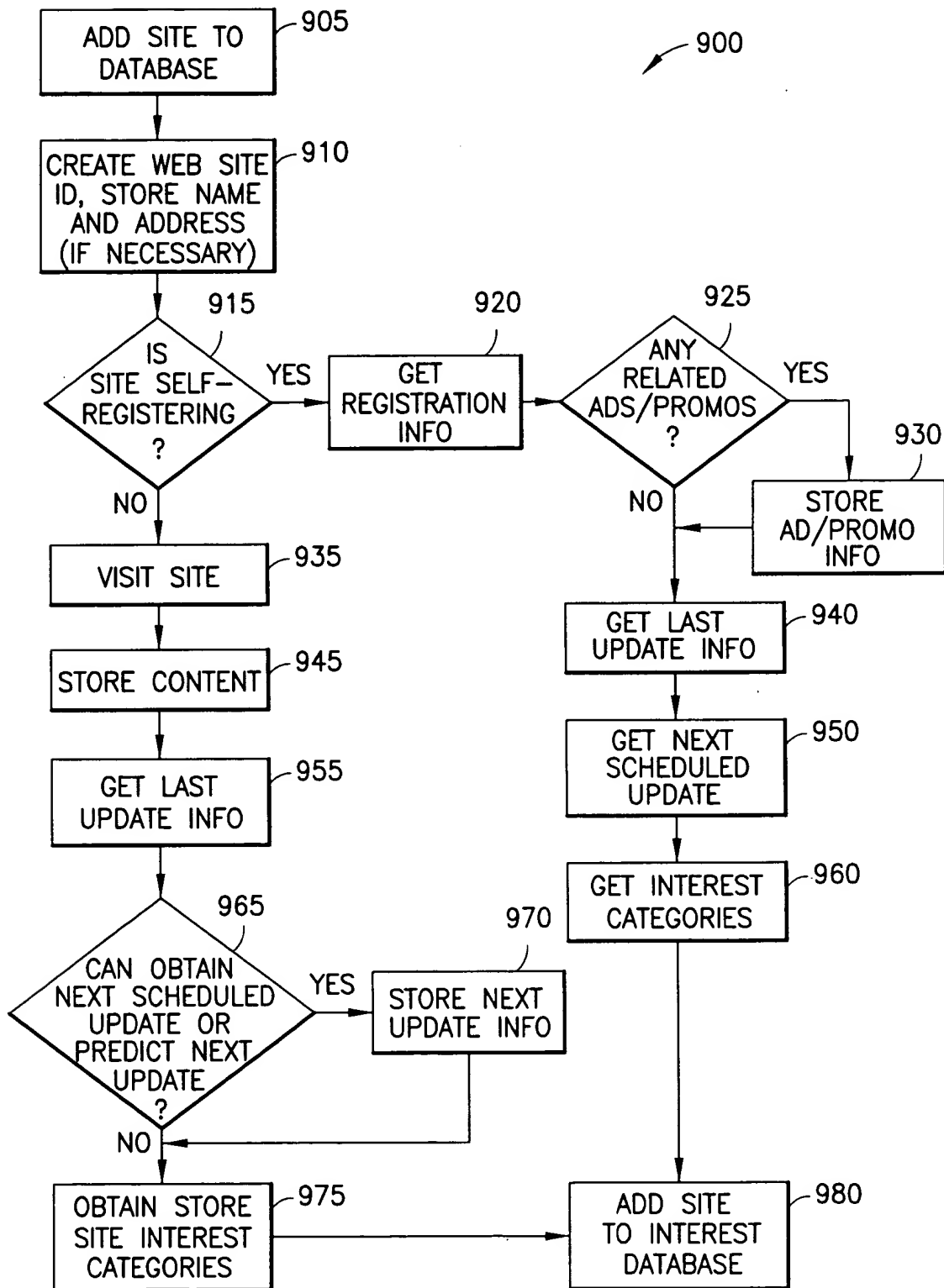


FIG.9



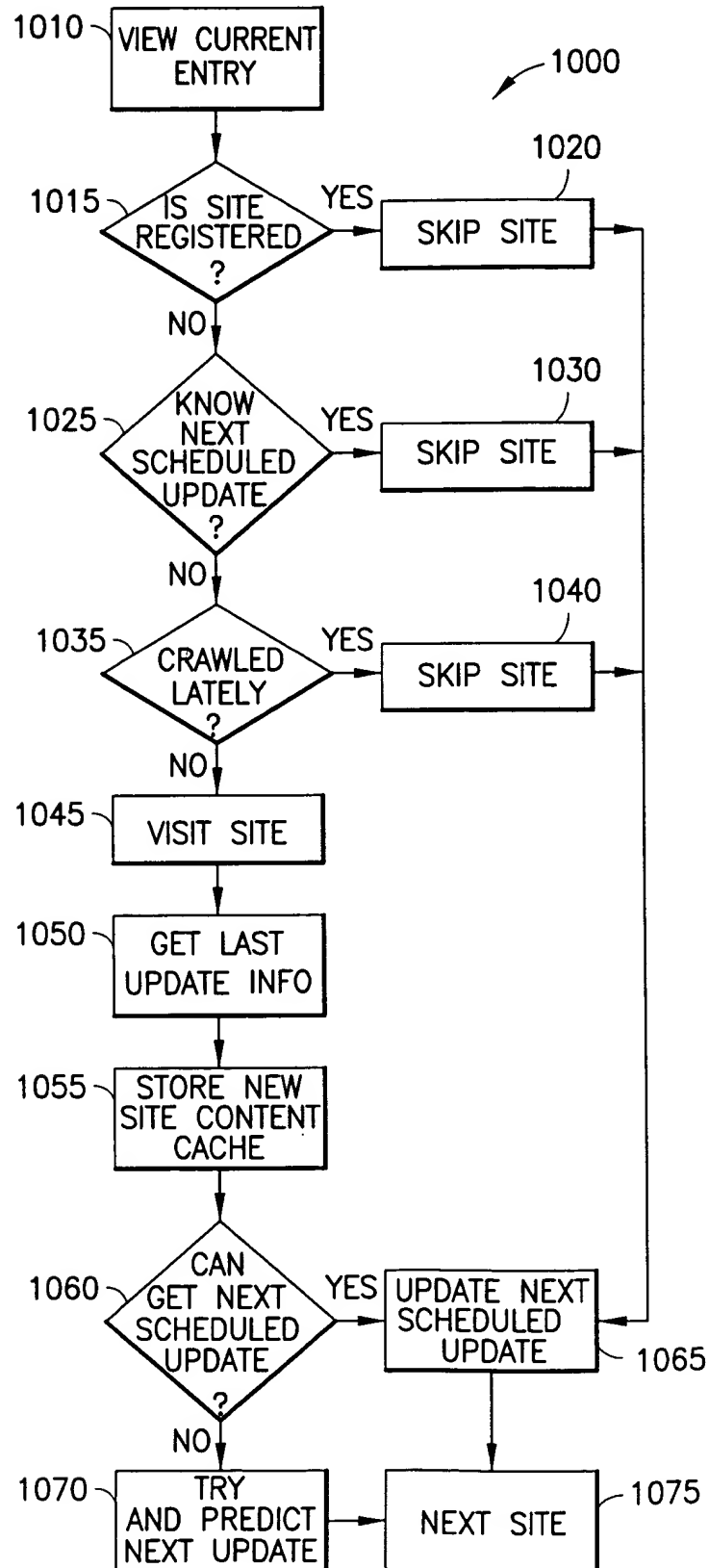


FIG.10